



April 28, 2016

To: All Interested Respondents

Re: Request for Information

Frisco Economic Development Corp (FEDC) is requesting information regarding information from interested partners on development of a Five (5) Year Comprehensive Economic Development Strategic Plan (CEDSP).

The FEDC invites all interested parties to submit an electronic response to this Request for Information (RFI). This RFI is being sought strictly for the purpose of gaining knowledge of services available to provide technical assistance recommendations, capacity building activities and administrative guidelines to support the on-going formulation and implementation of the CEDSP with a special emphasis on marketing, business development, business retention and expansion, and business formation. The RFI seeks to identify an estimate of their corresponding costs and should not be construed as intent, commitment, or promise to acquire services, supplies, or solutions offered.

No contract will result from any response to this RFI. Information submitted in response to this RFI will become the property of the FEDC. The FEDC will not pay for any information herein requested nor is it liable for any costs incurred by any respondent. We appreciate your response to this request.

Make it a great day,

A handwritten signature in black ink, appearing to read "Dave Quinn".

Dave Quinn, CEcD
Vice President



Request for Information

Comprehensive Economic Development Strategic Plan

April 28, 2016

Responses due no later than

Wednesday, May 11, 2016

4:00 p.m. CST

1. Introduction

The Frisco Economic Development Corporation is seeking information from interested partners on development of a Five (5) Year Comprehensive Economic Development Strategic Plan (CEDSP).

Frisco, Texas is located 25 miles from downtown Dallas and 25 miles from DFW International Airport. Frisco's population hit 154,000 early-2016.

In 1989, the Texas Legislature amended the Development Corporation Act of 1979 by adding Section 4A, which allowed the creation of development corporations that could be funded by the imposition of a local sales tax dedicated to economic development. The Frisco Economic Development Corporation (FEDC) was established in 1991 following a passage of a one-half of one-percent sales tax dedicated to economic development by the residents of Frisco. The FEDC was also incorporated in 1991 as a not-for-profit; tax exempt Texas Corporation, which is a separate entity from any other Board or Commission of the City of Frisco.

A seven member Board of Directors appointed by the City Council governs the FEDC. The FEDC meets in regular session monthly to conduct the business affairs of the Corporation. The FEDC employs a President and 10 full-time and 1 part-time staff members to manage the day-to-day business activities and programs.

The purpose of the FEDC is the promotion and development of new and expanded business enterprises to provide and encourage employment in Frisco. The FEDC is known for its progressive and unique incentive packages, rapid responsiveness and providing quality services to all. Frisco has earned a reputation for success in economic growth from expansive commercial and retail development to world class business parks attracting national headquarter operations, technology firms, and professional sports teams.

Operating from a comprehensive economic development strategy prepared in 2010 the FEDC has grown into a top economic development program. Many of the 2010 plan's tactics have been completed. It is now time to set a new plan of action for the FEDC and leverage the momentum of past successes to take Frisco's economic development efforts to a higher level.

FEDC's mission remains to improve the economic opportunities and quality of life for all residents of Frisco. Its vision includes: expand and diversify the local tax base; create quality job opportunities for all levels of employment; encourage

responsible, diverse growth and development; enhance Frisco's quality of life as an attractive and desirable place to live, work, play and grow.

2. Project Description

The intent of the CEDSP is to formulate programs aimed at the attraction of investment and the creation and retention of full-time permanent positions and that will stimulate economic growth for the community.

More specifically, the investment will provide technical assistance recommendations, capacity building activities and administrative guidelines to support the on-going formulation and implementation of the CEDSP with a special emphasis on marketing, business development, business retention and expansion, and business formation.

3. Request for Information

Responses to this RFI are to be submitted electronically no later than 4:00 p.m. CST on May 11, 2016. All responses shall be delivered via e-mail directly to DQuinn@FriscoEDC.com. The City of Frisco email limit is 10MB. If files are larger than 10MB, the vendor may mail or drop off a flash drive or CD containing the information to the attention of Dave Quinn, CEcD, Vice President, Frisco EDC, 6801 Gaylord Parkway, Suite 400, Frisco, TX 75033 prior to the RFI deadline. No late submittals will be accepted.

Submit questions to: dquinn@FriscoEDC.com. All questions and answers will be posted online at www.FriscoEDC.com/BIDS

Issuance of RFI – April 28, 2016

Deadline for Questions on RFI – May 6, 2016

Due Date for RFI Response – May 11, 2016

The response should include at least the following information:

- The name and address of company providing the response
- The name and contact information of the person who will be responsible for answering any questions regarding this RFI
- An executive summary providing a brief summary outlining the company's qualifications, experience in providing services and depth of resources to provide the services solicited. Of particular interest would be work history with communities similar in nature to Frisco, Texas.

- Outline of project approach addressing the various aspects of the project listed in the following section.
- References including names, email addresses and telephone numbers of at least five other economic development agencies with whom responders have worked during the last five years.
- Key Personnel section to include the following information:
 - Name and title.
 - Office location and city of residence.
 - Résumé and/or Educational background
 - Project responsibilities and roles
 - Professional registrations and memberships (if applicable).
 - Years of relevant experience.

4. Topical Areas for Respondent Feedback

The strategies and tactics to be developed from the CEDSP will include but not be limited to:

- A. Business Retention and Expansion program analysis and action plan.
- B. Position Frisco as a leading destination for corporate expansion and relocation with specific emphasis on Fortune 100/500 companies in growth mode.
- C. Human Capital Development – identify existing workforce and develop strategies to attract and sustain an improved talent base and skilled workforce to support corporate relocations and expansions in Frisco.
- D. Analyze current industry clusters in Frisco and North Dallas. Identify key industries and their market locations for targeted attraction efforts both nationally and internationally.
- E. Analyze existing physical infrastructure and identify opportunities for improvement both on a local and regional basis.
- F. Evaluation of existing start-up ecosystem and entrepreneurial support system and recommendations for improvement.
- G. Identify public and private partnerships that can be leveraged for continued growth and prosperity for Frisco.
- H. Identify local, regional and statewide partnerships that can be leveraged to meet the goals set out in the CEDSP.
- I. Develop Foreign Direct Investment attraction strategy for Frisco and identify opportunities to incorporate Frisco Texas International Development Center (FTIDC) offerings.
- J. Development of a dashboard with baseline data to measure the various aspects of all economic development programs and their overall effectiveness year over year.
- K. Conduct a stake holder analysis through focus groups, surveys and interviews to determine current participation opportunities in Frisco's economic development activities.

- L. Analyze current operations with the FEDC including organizational structure, department capabilities and staffing and make recommendations to improve operational efficiency and effectiveness.

Disclaimers and Requirements

This RFI and information pertaining to it are proprietary to the FEDC and are for the sole and exclusive benefit of the FEDC. This RFI is not binding on the FEDC. No other party, including any Respondent to this RFI or future Respondent to any RFP that may be issued by the FEDC, is intended to be granted any rights hereunder. Any response to this RFI, including written documents and verbal communication, may be subject to public disclosure by the FEDC, or any authorized agent of the FEDC. The Respondent should mark any confidential information material as proprietary. The FEDC will, to the extent possible, withhold this said information from public open records request until notifying the Responder. Any materials submitted or ideas elicited in response to this RFI shall be the sole and absolute property of the FEDC with the FEDC having title thereto and unrestricted use thereof. The FEDC shall not be liable for any costs associated with the development, preparation, transmittal or presentation of any information or material submitted in response to this RFI. All information/material submitted becomes the sole, absolute property of the FEDC and will be retained, returned, or destroyed at the FEDC's discretion.

The FEDC reserves the right to request additional or clarifying information or more detailed information from any Respondent at any time, before or after RFI submission, including information inadvertently omitted by the Respondent.

Respondents are encouraged to exercise their best judgment with flexible and creative solutions that meet the spirit of the stated project requirements. Further, Responders are encouraged to recommend missing requirements that are believed to be a benefit to the FEDC and should be considered for inclusion into the future project requirements.